



# COMMUNITY PROFILE

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## Directory of City Officials

**Marty Blum**  
Mayor

**Iya G. Falcone**  
Councilmember

**Grant House**  
Councilmember

**Dale Francisco**  
Councilmember

**Helene Schneider**  
Councilmember

**Roger L. Horton**  
Councilmember

**Das Williams**  
Councilmember

**James L. Armstrong**  
City Administrator, City Clerk,  
and City Treasurer

**Stephen P. Wiley**  
City Attorney

**Joan M. Kent**  
Assistant City Administrator

**Marcelo A. Lopez**  
Administrative Services Director

**Irene Macias**  
Library Director

**Karen S. Ramsdell**  
Airport Director

**Nancy L. Rapp**  
Parks and Recreation Director

**Paul A. Casey**  
Community Development Director

**Camerino Sanchez**  
Police Chief

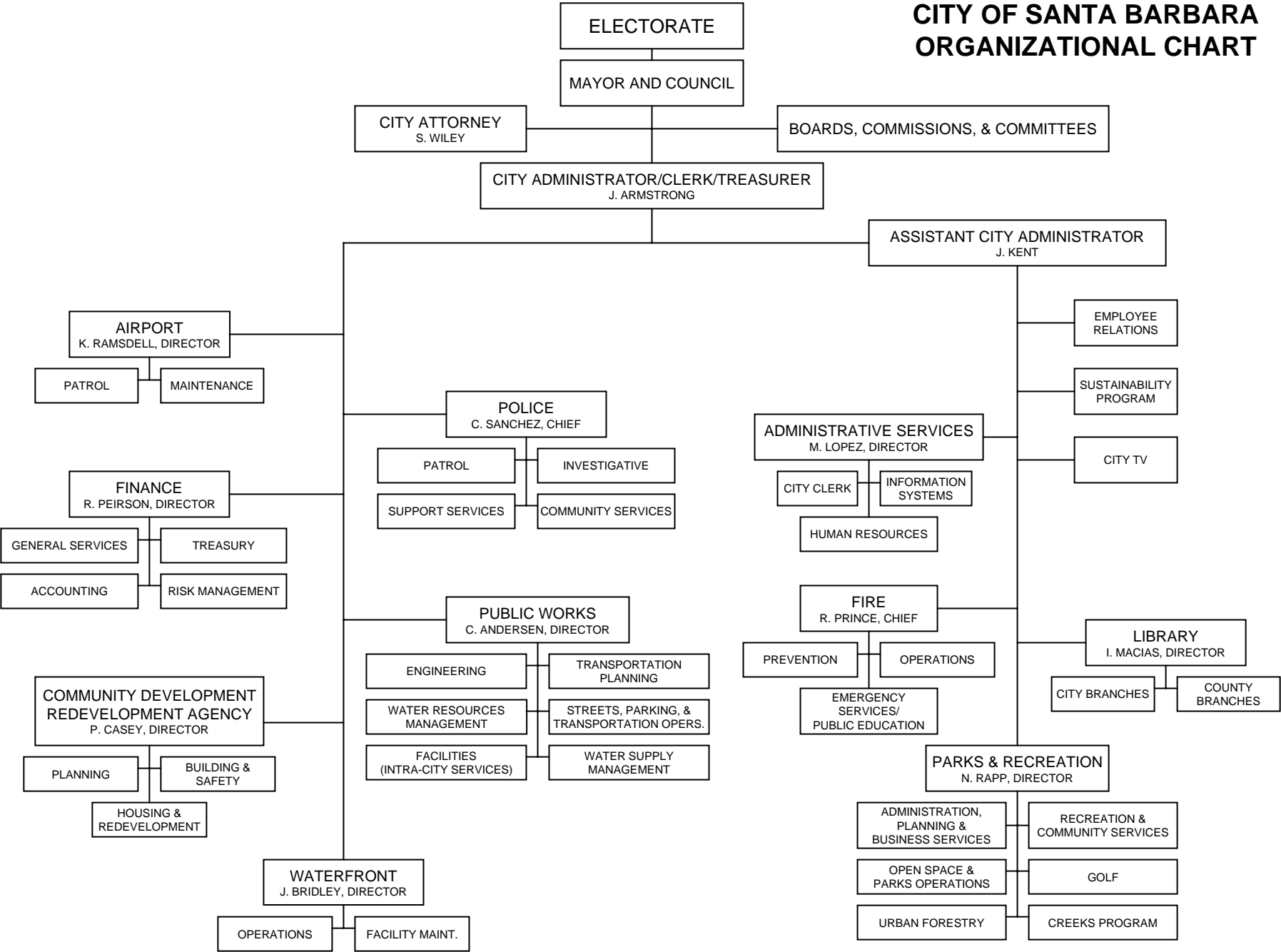
**Robert D. Peirson**  
Finance Director

**Christine Andersen**  
Public Works Director

**Ron A. Prince**  
Fire Chief

**John N. Bridley**  
Waterfront Director

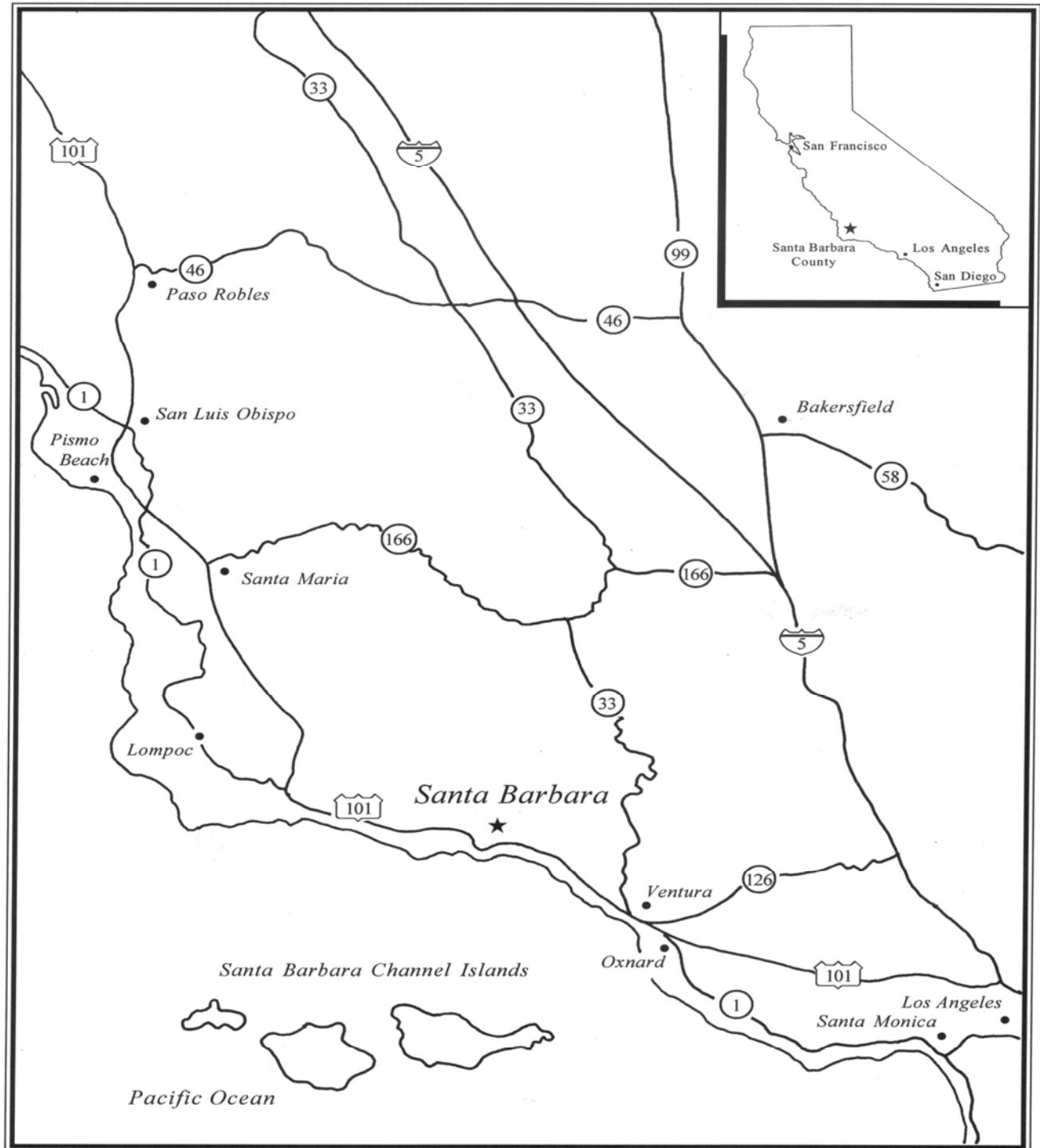
CITY OF SANTA BARBARA  
ORGANIZATIONAL CHART





# COMMUNITY PROFILE

## Santa Barbara Area Map





# COMMUNITY PROFILE

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## About the City of Santa Barbara

The City of Santa Barbara is located approximately 90 miles north of Los Angeles off of U.S. Highway 101, and is geographically sheltered by mountains on the north and the Pacific Ocean on the south. The City of Goleta and the unincorporated area of Montecito border the City on the west and east, respectively.

Until the late 1700's, the area currently known as "Santa Barbara" was occupied by the Chumash Indians. The Chumash lived in small villages along the coast and on the Channel Islands, living comfortably for thousands of years thanks to the abundance of wildlife and natural resources.

In 1542, Portuguese explorer Juan Cabrillo entered the Channel and claimed the land for Spain. In 1602, three frigates under the command of Sebastian Vizcaino entered the Santa Barbara Channel. One of the Carmelite friars on board named the bay and nearby shore after Saint Barbara.

In 1782, a group led by Father Junipero Serra, Captain Jose Ortigas, and Governor Felipe de Neve established a military presidio and, three years later, a mission. Spain governed the area until 1822, when California became a Mexican territory. Just 24 years later, in 1846, Colonel John Fremont and his soldiers took Santa Barbara for the United States.

The City of Santa Barbara (the primary government) was incorporated on August 26, 1850. The City is a charter city under the laws of the State of California and operates under a Council-Administrator form of government. The Council consists of six council members and a mayor, all of whom are elected at-large. The current City Charter was adopted on May 2, 1967 and provides for the following services: public safety (police and fire), construction and maintenance of highways and streets, sanitation, culture and recreation, public improvements, planning, zoning and general administration. Enterprise funds, operated in a manner similar to a private business, include water, wastewater, airport, parking, golf, and waterfront.

The Redevelopment Agency of the City of Santa Barbara, a blended component unit of the City, was established in 1968 and is a separate governmental entity as prescribed in the State of California's Community Redevelopment Law as set forth in the State's Health and Safety Code.

The City Council of the City of Santa Barbara and the Board of Directors of the Agency are legally separate boards; however, they share common membership. The City also provides all support staff and performs all administrative functions for the Agency under the terms of a written agreement between the two entities.



# COMMUNITY PROFILE

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## Miscellaneous Statistics

### General City Information:

Date of incorporation .....	August 26, 1850
Form of government .....	Council-Administrator
Land area in square miles .....	21.1
Miles of streets .....	280
Number of traffic intersections .....	104

### Community Forest, Beaches and Gardens:

Number of park and open space trees .....	12,000
Number of street trees .....	23,500
Linear miles of city-owned beaches .....	3.4
Community gardens .....	4

### Airport:

Number of terminals .....	1
Number of commercial carriers .....	5
Number of ticketed passengers annually .....	856,278
Number of runways .....	3
Total airport acreage .....	950
Commercial / industrial acreage .....	95
Number of leased buildings .....	51
Goleta Slough Ecological Reserve wetlands acreage .....	400

### Hospitals:

Number of hospitals .....	1
Number of patient beds .....	326

### Libraries:

Number of city libraries .....	2
Number of bookmobiles .....	1
Number of county libraries .....	6
Total volumes .....	416,036

### Municipal Water Operation:

Gallons of potable water treated and distributed annually .....	4.37 billion
Gallons of reclaimed water treated and distributed annually .....	260 million
Number of reservoirs .....	14
Number of pump stations .....	12
Number of treatment plants .....	3
Number of wells .....	9
Number of water reclamation facilities .....	1



# COMMUNITY PROFILE

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## Miscellaneous Statistics

### Municipal Wastewater Operation:

Number of treatment plants .....	1
Number of lift stations .....	10
Gallons of water treated annually .....	2.9 billion

### Parks and Recreation:

Park acreage .....	1,764
Number of developed parks .....	38
Number of undeveloped parks .....	21
Number of park playgrounds .....	22
Number of swimming and wading pools .....	4
Number of community centers .....	14
Number of sports facilities .....	11
Number of municipal golf courses (18 holes) .....	1

### Public Safety:

Number of police stations .....	1
Number of police officers and other sworn personnel .....	140
Number of law violations	
Total arrests .....	16,218
Traffic citations .....	8,302
Parking citations .....	102,242
Number of fire stations .....	8
Number of firefighters and officers .....	99

### Public Schools:

Elementary schools .....	13
Annual enrollment .....	5,808
Secondary schools .....	10
Annual enrollment .....	10,602
Colleges .....	1
Enrollment per semester .....	18,206

### Waterfront:

Acreage of city-managed tidelands and submerged lands .....	252
Wharf length in feet .....	1,950
Acreage of wharf decking .....	3.8
Number of marinas .....	4
Number of commercial and pleasure vessel slips .....	1,133
Number of waterfront property leases .....	61



# COMMUNITY PROFILE

## Demographics

### Regional Population

City of Santa Barbara .....	90,305
Santa Barbara County .....	428,655
San Luis Obispo County .....	269,337
Ventura County .....	831,587

### Area (in square miles)

Land area .....	21.1
Water area .....	22.0
Total area .....	43.1

### Gender

	<u>#</u>	<u>%</u>
Male .....	44,058	49.2
Female .....	45,490	50.8

### Age

Median age (in years) .....	34.4
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### Population Demographics <sup>(1)</sup>

	<u>#</u>	<u>%</u>
Households .....	36,021	100.0
Family households .....	19,235	53.4
Married couples .....	14,312	39.9
Male householder .....	1,296	3.6
Female householder .....	3,458	9.6
Non-family households .....	16,786	46.6
Households with individuals under 18 years .....	9,690	26.9
Households with individuals 65 years and over .....	8,969	24.9
Average household size .....	2.44	(X)
Average family size .....	3.17	(X)

### Housing

Median home price (2005) .....	\$1,190,000
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	<u>#</u>	<u>%</u>
Total housing units .....	37,509	100.0
Occupied housing units .....	36,021	96.0
Vacant housing units .....	1,488	4.0
Seasonal, recreational, or occasional use housing .....	525	1.4
Homeowner vacancy rate .....	(X)	0.7
Rental vacancy rate .....	(X)	2.3

### Housing Tenure

Occupied housing units .....	36,201	100.0
Owner-occupied units .....	15,129	42.0
Renter-occupied units .....	20,892	58.0
Avg. household size of owner-occupied units .....	2.51	(X)
Avg. household size of renter-occupied units .....	2.43	(X)

### Race and Ethnicity

	<u>%</u>
White .....	74.0
Black or African American .....	1.5
American Indian/Alaska Native .....	1.1
Asian-Pacific Islander .....	2.8
Some other race .....	16.8
Two or more races .....	3.8
Hispanic or Latino (of any race) .....	35.0

### Education <sup>(2)</sup>

	<u>%</u>
High school graduate .....	81.3
College Graduates (2 year) .....	12.0
College Graduates (4 year) .....	39.6
Graduate Degrees .....	15.6



# COMMUNITY PROFILE

## Demographics

### Employment <sup>(3)</sup>

	<u>%</u>
Work population (16 yrs and older) .....	81.4
Residents by major profession:	
Management, professional and related .....	41.1
Sales and office occupation .....	25.4
Service .....	18.4
Construction, maintenance, production and transportation .....	14.6
Other .....	0.5
City family median annual income (2003)	\$62,217

### Economic Demographics <sup>(2)</sup>

<u>Service Industry (private &amp; non-profit)</u>	<u>Number of Businesses</u>	<u>Number of Employees</u>
Retail trade .....	627	7,580
Professional, scientific, and technical services ....	486	3,316
Healthcare and social assistance .....	392	3,007
Foodservice and lodging .....	379	7,307
Real estate and rental & leasing .....	238	1,187
Other services (except public administration) ....	179	1,538
Administrative and support, waste management, and remediation services ....	190	3,901
Wholesale trade .....	168	1,229
Manufacturing .....	159	2,274
Arts, entertainment, and recreation .....	50	465
Educational services .....	28	178

### Leading Area Employers, Public and Private (with industry) <sup>(4)</sup>

University of California, Santa Barbara (public administration-education) .....	9,723
County of Santa Barbara (public administration) .....	4,269
Santa Barbara Cottage Hospital (healthcare) .....	2,762
Santa Barbara City College (public administration-education) .....	2,157
Santa Barbara School District Admin and Schools (public administration-education) ...	1,618
Raytheon Electronic Systems (manufacturing) .....	1,613
City of Santa Barbara (public administration) <sup>(5)</sup> .....	1,087.30
Sansum-Santa Barbara Medical Clinic (healthcare) .....	1,100
U.S. Postal Service (postal services) .....	1,005
Costco (retail) .....	507

(1) Source: U.S. Bureau of the Census, 2000 Census

(2) Source: U.S. Bureau of the Census, 2002 Economic Census

(3) Source: Santa Barbara County Economic Outlook 2006, published by the UCSB Economic Forecast Project

(4) Source: Santa Barbara County Economic Outlook 2008, published by the UCSB Economic Forecast Project

(5) Includes permanent full-time equivalent positions as of April 1, 2009